



TYPOGRAPHY

WATER FLOATIE

Headlines & Titles

With its dynamic verticals and organic curves, Water Floatie gives a sense of height while offering a whimsical and playful feel. Available through Fontbundles from KA Designs, Water Floatie has the necessary Spanish characters for translation products, and commercial PDFs are allowed with the desktop license.

FINAL SIX

Secondary & Subheads

FinalSix Light is a clean and easy to read typeface that echoes to water-droplet feel in its spherical curves and circle counterforms. It's quirky compared to a standard sans-serif font and will stand out well against Proxima Nova. Available through Adobe Typekit, FinalSix is functional and prepped with Spanish characters and PDF capability.

Proxima Nova

Body, Heads, Subheads

Proxima Nova is the body copy workhorse for VBS. Available through Adobe Typekit, it comes in dozens of weights, offers multi-lingual support, and allows PDF embedding in the desktop license.